



**OFFICE OF THE DEPUTY VICE CHANCELLOR-ACADEMICS AND STUDENTS
AFFAIRS
UNIVERSITY EXAMINATIONS
2016/2017 ACADEMIC YEAR
THIRD YEAR FIRST SEMESTER EXAMINATION
FOR DEGREE
IN
BACHELOR OF SCIENCE IN COMMUNICATION/JOURNALISM/PUBLIC
RELATIONS**

COURSE CODE: CMM 319

COURSE TITLE: PERSUASIVE COMMUNICATION AND ARGUMENTATION

DATE: 08/12/2016

TIME: 9:00AM-12:00 NOON

INSTRUCTIONS TO CANDIDATES

- Answer question **ONE** and any other **THREE** questions
- Do not write on the question paper
- Marks are shown at the end of each question
- Show workings in the answer booklet for award of full marks
- Mobile phones are not allowed in the examination venue
- Each question should begin on a fresh page
- Duration is 3 hours

THIS PAPER CONSISTS (2) PRINTED PAGES

PLEASE TURN OVER

THIRD YEAR FIRST SEMESTER REGULAR EXAMINATION

(FOR 2016/2017 ACADEMIC YEAR)

FOR

THE DEGREE

IN

BSC. COMMUNICATION AND JOURNALISM AND PUBLIC RELATIONS

COURSE CODE: CMM 319

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QUESTION ONE

- Define the term “argumentation”. (2 marks)
- Giving examples, distinguish between explicit and implicit arguments. (5 marks)
- Explain six steps involved in analysis of arguments. (8 marks)

QUESTION TWO

- Every communication expert must consider three main factors when constructing persuasive messages. Discuss the three factors. (15 marks)

QUESTION THREE

- Using an appropriate example, explain the assertion: “argument is both a product and a process.” (6 marks)
- Explain how social judgement theory informs the construction of persuasive messages (9 marks)

QUESTION FOUR

- Propaganda is not persuasion. Explain. (5 marks)
- Explain five ethical principles of persuasion. (10 marks)

QUESTION FIVE

- (a) Distinguish between peripheral and central routes of processing persuasive messages.
(3marks)
- (b) Explain four types of peripheral routes to persuasion.
(12marks)

QUESTION SIX

- (a) State six types of the persuasion processes.
(6marks)
- (b) Describe three non-verbal messages in persuasion.
(9marks)